



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Ethics & Editorial Management

PARTICIPANT SURVEY REPORT

30 & 31 MARCH 2012

Novotel Hotel
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MARS - Media Against Racism in Sport

Funded
by the European Union
and the Council of Europe



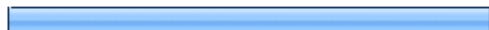

EUROPEAN UNION






COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

1. Please indicate your gender

		Response Percent	Response Count
Male		85.7%	12
Female		14.3%	2
		answered question	14
		skipped question	0

2. Please indicate your age range:






		Response Percent	Response Count
25 years or under		7.1%	1
26 to 40 years		85.7%	12
41 to 55 years		7.1%	1
56 years and over		0.0%	0
		answered question	14
		skipped question	0

3. Please choose the country in which you work:

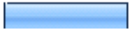



		Response Percent	Response Count
	Austria	0.0%	0
	Belgium	0.0%	0
	Bulgaria	0.0%	0
	Cyprus	0.0%	0
	Czech Republic	0.0%	0
	Denmark	0.0%	0
	Estonia	0.0%	0
	Finland	0.0%	0
	France	0.0%	0
	Germany	0.0%	0
	Greece	0.0%	0
	Hungary	0.0%	0
	Ireland	0.0%	0
	Italy	0.0%	0
	Latvia	0.0%	0
	Lithuania	100.0%	14
	Luxembourg	0.0%	0
	Malta	0.0%	0
	Netherlands	0.0%	0
	Poland	0.0%	0
	Portugal	0.0%	0
	Romania	0.0%	0
	Slovakia	0.0%	0
	Slovenia	0.0%	0
	Spain	0.0%	0

Sweden	0.0%	0
United Kingdom	0.0%	0
Other (please specify)		0
answered question		14
skipped question		0

4. Please select your occupation from the list below, or click "other" and type it in (select maximum of 2):

		Response Percent	Response Count
Journalist		71.4%	10
Editorial staff		14.3%	2
Publisher		0.0%	0
Lecturer/teacher/trainer		0.0%	0
Student		7.1%	1
Education Management		0.0%	0
Media/Communications or PR staff		7.1%	1
Researcher		14.3%	2
Regulatory body member		0.0%	0
Other (please specify)		0.0%	0
answered question			14
skipped question			0

5. Please select the type of organisation that you work mostly for (select maximum of 2):

		Response Percent	Response Count
Public service media		21.4%	3
Commercial/private media (incl. print)		57.1%	8
Ethnic & Diversity media		0.0%	0
Community media		0.0%	0
I work freelance		0.0%	0
Journalism/communication school/department		0.0%	0
Journalism/media training body		0.0%	0
Media literacy organisation		0.0%	0
Human rights/anti-racism NGO		0.0%	0
Other NGO		0.0%	0
Trades Union		0.0%	0
Editors/broadcasting association		0.0%	0
Press council		0.0%	0
Regulatory body		0.0%	0
Sports club/association/union		7.1%	1
Other (please specify)		14.3%	2
		answered question	14
		skipped question	0

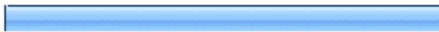



6. Please indicate which media you work most with (select one only):

		Response Percent	Response Count
Print		7.1%	1
Radio		0.0%	0
TV		14.3%	2
Web/Multimedia		57.1%	8
Does not apply		21.4%	3
answered question			14
skipped question			0

7. Overall, how satisfied were you that the organisation of the Encounter was appropriate and effective for what it set out to achieve?

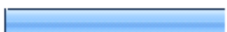
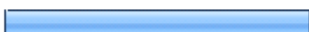

		Response Percent	Response Count
Very satisfied		76.9%	10
Somewhat satisfied		15.4%	2
Neither satisfied nor dissatisfied		7.7%	1
Somewhat dissatisfied		0.0%	0
Very dissatisfied		0.0%	0
answered question			13
skipped question			1

8. Overall, how satisfied were you with the content and activities of the Encounter?

		Response Percent	Response Count
Very satisfied		76.9%	10
Somewhat satisfied		7.7%	1
Neither satisfied nor dissatisfied		7.7%	1
Somewhat dissatisfied		7.7%	1
Very dissatisfied		0.0%	0
answered question			13
skipped question			1


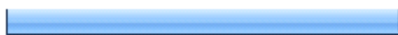


9. Please choose one of the following options regarding the statement below:

“The Encounter deepened my understanding of (as appropriate) journalism training and/or media literacy, in relation to sport issues, non-discrimination and expression of diversity.”

		Response Percent	Response Count
Strongly agree		38.5%	5
Agree somewhat		53.8%	7
Neither agree nor disagree		7.7%	1
Disagree somewhat		0.0%	0
Strongly disagree		0.0%	0
answered question			13
skipped question			1

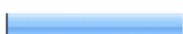


10. Please choose one of the following options regarding the statement below:

“The Encounter stimulated ideas about how I might change/improve my work practices in relation to sport issues, non-discrimination and expression of diversity.”


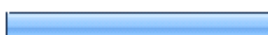

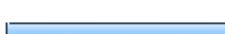

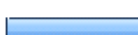


		Response Percent	Response Count
Strongly agree		15.4%	2
Agree somewhat		69.2%	9
Neither agree nor disagree		7.7%	1
Disagree somewhat		7.7%	1
Strongly disagree		0.0%	0
answered question			13
skipped question			1

11. Please choose one of the following options regarding the statement below:

“The Encounter demonstrated advantages of exchanging views and collaborating with (as appropriate) journalism trainers OR working media literacy practitioners.”

		Response Percent	Response Count
Strongly agree		30.8%	4
Agree somewhat		61.5%	8
Neither agree nor disagree		0.0%	0
Disagree somewhat		7.7%	1
Strongly disagree		0.0%	0
answered question			13
skipped question			1

12. Based on your experience and thinking about media coverage and sports, what kind of support do you think might assist media professionals and students to include non-discrimination and diversity around sport and beyond, in their coverage (Please check up to 3)

		Response Percent	Response Count
Training workshops (Content and Techniques)		76.9%	10
Production techniques manuals or examples		46.2%	6
Arguments that make the case to senior management on diversity		15.4%	2
Case Study examples of good practice		38.5%	5
Financial support		53.8%	7
Good, reliable contact sources from diverse backgrounds dealing with your issue		23.1%	3
E-learning tools (content and techniques)		38.5%	5
Tools for reflecting on diversity in the workplace		7.7%	1
Does not apply to me		0.0%	0
Other (please specify)		0.0%	0
		answered question	13
		skipped question	1

13. Indicate overall the extent to which your expectations of this Encounter have been fulfilled on a scale of 1 to 5, where 1 means “Not at all” and 5 means “fully”

		Response Percent	Response Count
1		0.0%	0
2		0.0%	0
3		23.1%	3
4		46.2%	6
5		30.8%	4
answered question			13
skipped question			1

14. Please suggest one or more ways in which we could improve this meeting next time:

	Response Count
	3
answered question	3
skipped question	11

15. Do you expect to participate in another MARS activity e.g. a European Encounter, a National Encounter, or a Work Exchange (see <http://www.coe.int/t/dg4/cultureheritage/mars/>)?

		Response Percent	Response Count
I am likely to		76.9%	10
I don't know		23.1%	3
I am unlikely to		0.0%	0
answered question			13
skipped question			1

Page 1, Q5. Please select the <u>type of organisation</u> that you work mostly for (select maximum of 2):

1	Researcher	Apr 27, 2012 9:52 AM
2	Lithuanian Journalist Union	Apr 27, 2012 9:48 AM

Page 2, Q14. Please suggest one or more ways in which we could improve this meeting next time:

1	More concrete topics, more examples	Apr 27, 2012 9:54 AM
2	Please invite some cultural and social anthropology specialists, who have experience for these problems, or private view points.	Apr 27, 2012 9:49 AM
3	More interesting guests and colleagues from abroad	Apr 2, 2012 8:04 PM